

1) Public Relations

- a) Build meaningful positive and productive relationships with key alumni, donors, families of potential students supporters, and businesses.
- b) Establish and coordinate the production of a newsletter both in print and electronic format targeted at the school community and potential families and sponsors.
- c) Coordinate with the Principal and event chair, if applicable, to set the theme, strategy, and financial goals for each event.
- d) Create, coordinate and monitor the event timeline to ensure deadlines are met. Track and monitor against the overall plan. Hold all involved accountable for the goals.
- e) Oversee the budget for each event, including all revenue and expense expectations related to the event.
- f) Create a marketing plan to appropriately promote and advertise the event. Determine use of save-the-date cards, invitations, and all other marketing and advertising pre-event. Provide expectations for all post-event communications.
- g) Manage all communications with external providers, performers, and artists, including the execution of contracts. Obtain biographies & program content, tech rider, promotional materials, etc.
- h) Provide event updates, as requested by the Principal or the President of the Board, detailing expectations on attendance, sponsorships, marketing campaigns, etc.
- i) Coordinate with the Chairman, and others, to secure sponsorships, underwriters, auction items, entertainment, advertisers or any other donations to support the event.
- j) Oversee the capture of the funds and donor information for recognition purposes.
- k) Create and execute an attendee development plan for the event, utilizing past event information, mailing lists, etc.
- l) Engage faculty, staff, and other volunteers to assist with the execution of the event. Designate roles and responsibilities as appropriate.
- m) Provide pre-event oversight of security, entertainment, facilities, housekeeping, and catering.
- n) Prepare a recap report (i.e., attendees, sponsorships, gifts-in-kind, general feedback) utilizing input from the event team, with an eye toward potential improvements for future events.
- o) Ensure all attendee, donors and participant information is properly tracked in the stakeholder database, and all correspondences (i.e., acknowledgements, tax statements) are sent.
- p) Provide regular reports and communication to administration and board.

2) Recruitment

- a) Work under the direction of the principal to provide tours to prospective families and students.
- b) Manage and coordinate community workshops and recruitment efforts.
- c) Coordinate and implement various recruitment programs and marketing strategies for admission programs and special events relating to targeted community members and under-represented groups in the fulfillment of recruitment efforts.